March 21, 1983

Karen Eisen
Philip Morris U.S.A.

Dear Karen,

Enclosed are copies of the questionnaire to be used for the upcoming in-depth interviews.

I have color coded the questionnaires to indicate the five different rotations of the ads. For example, ads 1 and 2 will refer to the two black and white ads with headline alternatives, 3 and 4 will refer to the color ads with headline alternatives and 5 will refer to the "generic" Bristol ad. The numbers will also be included on the ads themselves to avoid confusion.

Therefore, of the 25 interviews you plan to complete; the following amounts of each rotation should be completed:

5 of the White rotation (AD 5 first)
5 of the Blue rotation (AD 1 first)
5 of the Pink rotation (AD 2 first)
5 of the Green rotation (AD 3 first)
5 of the Yellow rotation(AD 4 first)

If you have any questions don't hesitate to call me. I will be forwarding the rest of the materials for the picture sort tomorrow.

Sincerely,

Cathy

Cathy Heaphy
Research Analyst

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Source: https://www.industrydocuments.ucsf.edu/docs/slnj0004